

Communications toolkit

2023 July BIPOC Mental Health Awareness Month



BIPOC Mental Health Awareness Month

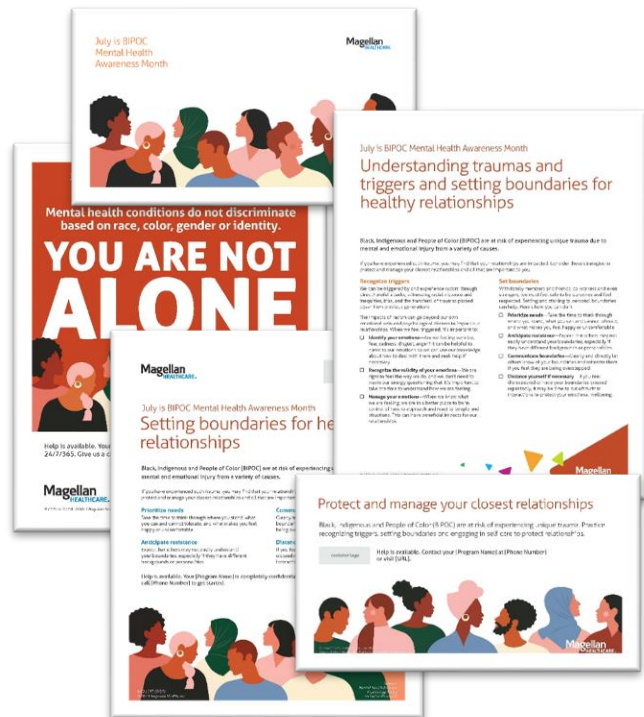
This year's campaign theme is 'Understanding traumas and triggers and setting boundaries for healthy relationships.'

Black, Indigenous and People of Color (BIPOC) are at risk of experiencing unique trauma due to mental and emotional injury from a variety of causes. Individuals that have experienced trauma may find that their relationships are impacted.

The materials talk about strategies to protect and manage relationships.

The **BIPOC Mental Health Awareness Month** campaign toolkit includes the following promotional materials:

- **Email template** – Customize this communication for your organization and include campaign materials. Send to staff on or before July 1, 2023.
- **Educational flyer** – Practice four strategies to protect and manage your closest relationships: prioritize needs, communicate boundaries, anticipate resistance and distance yourself, if necessary.
- **Tip sheet** – Find tips to recognize triggers, set boundaries and practice self-care.
- **Poster** – Print out and hang the poster in busy areas near printers and in break rooms, or post on internal portals.
- **Digital sign** – Display the sign on monitors, TV screens, intranet and other portals.
- **Virtual background** – Bring awareness to BIPOC Mental Health Awareness Month with a virtual background.



In July, we invite you to visit <http://magellanhealthcare.com/BIPOC-MH> to learn more about Magellan Healthcare events and other resources that will be available to the public for BIPOC Mental Health Awareness Month. We also encourage you to like and share our posts on social media.

If you have any questions, please contact your Magellan Healthcare Account Executive.